

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM4318
<b>Subject Title</b>	Contemporary Issues in Tourism II
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	HTM4317 Contemporary Issues in Tourism I
<b>Objectives</b>	<p>This subject involves an examination of a wide range of recent developments and current issues in the tourism and tourism-related industries at the local, national or global levels. Students will learn how to identify and assess hospitality or tourism issues, search out alternatives and select suitable solutions to the identified problems and issues. A case study approach will be used to examine a range of topical issues relating to tourism businesses, government agencies and associations practices and policies which impact on tourism development.</p> <p>Students will select a major tourism issue for in-depth investigation and analysis and formal presentation to the class.</p>

<p><b>Intended Learning Outcomes</b></p>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b></p> <ul style="list-style-type: none"> <li>• <i>Identify</i> and <i>evaluate</i> contemporary issues of global, national or local significance which impacts upon tourism activity.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• <i>Display</i> their creative and analytical skills in addressing a contemporary issue from a holistic perspective.</li> </ul> <p><b>C. Effective Communicator</b></p> <ul style="list-style-type: none"> <li>• <i>Use</i> a range of skills in <i>interpreting</i> and <i>evaluating</i> their findings on an identified issue.</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• <i>Synthesise</i> information and provide solutions and decisions in response to tourism issues, problems, impacts and controversies.</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• <i>Form</i> sound critical judgements on the views of a range of stakeholders on the identified issues.</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• <i>Recognise, identify</i> and <i>address</i> the ethical issues related to the topics investigated.</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ol style="list-style-type: none"> <li>Different approaches to analysing tourism issues.</li> <li>Preparation of major project paper and presentation.</li> <li>Effective presentation techniques and skills.</li> <li>Students to discuss selected topic with subject lecturer on a GROUP-BY-GROUP basis</li> <li>IN-CLASS presentation of tourism issues.</li> </ol> <p>This is a highly integrative subject. Students are expected to draw upon the knowledge and experience acquired in <i>Contemporary Tourism Issues I</i> as well as from other subjects and their work experience in industry placement positions to select a major tourism issue with related sub-issues for their group project research and presentation.</p>